

East Asian Studies Speaker Series 2022-2023

# Winning Hearts, Minds and Taste Buds? An Assessment of “Telling the China Story” and Public Diplomacy of China



China is the first country since the USSR that could challenge the US-dominated world order. China spends a huge amount on public diplomacy to influence international opinions, as much as \$8 billion per year on direct outreach or four times the US figure. A main goal of such public diplomacy efforts is to “tell the China story” well.



We examine how “telling the China story” does in the Global South by looking at educational programs. The Chinese government enrolls students from the developing world in well-funded graduate programs in elite Chinese universities. The official aim is to nurture the next generation of political and business elites who would develop positive attitudes toward the Chinese economic and governance models, and who would contribute to foreign policy making in their home countries. We detail China’s public diplomacy in this area, evaluate impact on attitudes toward China’s economic and governance stories, and identify policy implications against the backdrop of the ongoing US-China competition.



**April 20th, 4:10 - 5:30 PM**

**L.J. Andrews Conference Room, 2203 SSH**

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